

Rep Order# 6866098

Ver# 1

Status New

Traffic Order#

Printed: 10/23/2012 2:38 PM

1 of 6

EC'd Yes

Last Received: 10/23/2012 1:08 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () ROMNEY 4 PRESIDENT

Product MITT ROMNEY

Estimate# 356

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //356

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-TU	6A-7A	WAVY NEWS	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS								
	2	W-F	6A-7A	WAVY NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
				Buyline Comment: WAVY NEWS								
	3	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	10/29-10/30	3	1	3	\$4,500.00	
				Buyline Comment: TODAY SHOW								
	4	W-F	7A-9A	TODAY SHOW	:30	\$700.00	10/24-10/26	6	1	6	\$4,200.00	
				Buyline Comment: TODAY SHOW								
	5	M-TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/29-10/30	4	1	4	\$2,000.00	
				Buyline Comment: TODAY SHOW 2								
	6	W-F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
				Buyline Comment: TODAY SHOW 2								
	7	M-TU	10A-11A	TODAY SHOW 3	:30	\$400.00	10/29-10/30	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	8	W-F	10A-11A	TODAY SHOW 3	:30	\$250.00	10/24-10/26	3	1	3	\$750.00	
				Buyline Comment: TODAY SHOW 3								
	9	M-TU	12P-1P	NOON NEWS	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
				Buyline Comment: NOON NEWS								
	10	W-F	12P-1P	NOON NEWS	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
				Buyline Comment: NOON NEWS								

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	11	M-TU	1P-2P	Days of Our Lives	:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	
				Buyline Comment: DAYS OF OUR LIVES								
	12	W-F	1P-2P	Days of Our Lives	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
				Buyline Comment: DAYS OF OUR LIVES								
	15	M-TU	4P-5P	Anderson Cooper	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
				Buyline Comment: ANDERSON COOPER								
	16	W-F	4P-5P	Anderson Cooper	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
				Buyline Comment: ANDERSON COOPER								
	17	M-TU	5P-530P	5P NEWS	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
				Buyline Comment: 5P NEWS								
	18	W-F	5P-530P	5P NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
				Buyline Comment: 5P NEWS								
	19	M-TU	530P-6P	530P NEWS	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
				Buyline Comment: 530P NEWS								
	20	W-F	530P-6P	530P NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
				Buyline Comment: 530P NEWS								
	21	M-TU	6P-630P	6P NEWS	:30	\$1,800.00	10/29-10/30	2	1	2	\$3,600.00	
				Buyline Comment: 6P NEWS								
	22	W-F	6P-630P	6P NEWS	:30	\$800.00	10/24-10/26	3	1	3	\$2,400.00	
				Buyline Comment: 6P NEWS								
	23	M-TU	630P-7P	NBC Nightly News	:30	\$2,500.00	10/29-10/30	2	1	2	\$5,000.00	
				Buyline Comment: NBC NITELY NEWS								

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	35	TU	10P-11P	Buyline Comment: PARENTHOOD	:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	36	TH	9P-930P	Buyline Comment: THE OFFICE	:30	\$1,100.00	10/25-10/25	1	1	1	\$1,100.00	
	37	F	10P-11P	Buyline Comment: DATELINE	:30	\$900.00	10/26-10/26	1	1	1	\$900.00	
	38	SA	6A-7A	Buyline Comment: WAVY 10 AT 6A	:30	\$200.00	10/27-10/27	1	1	1	\$200.00	
	39	SA	7A-8A	Buyline Comment: WAVY 10 SAT MRN	:30	\$400.00	10/27-10/27	2	1	2	\$800.00	
	40	SA	8A-10A	Buyline Comment: SATURDAY TODAY	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
	41	SA	6P-630P	Buyline Comment: NEWS	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
	42	SA	11P-1130P	Buyline Comment: SAT LATE NEWS	:30	\$800.00	10/27-10/27	2	1	2	\$1,600.00	
	43	SA	1130P-1A	Buyline Comment: SNL	:30	\$600.00	10/27-10/27	2	1	2	\$1,200.00	
	44	SU	6A-7A	Buyline Comment: NEWS	:30	\$400.00	10/28-10/28	2	1	2	\$800.00	
	45	SU	7A-8A	Buyline Comment: NEWS	:30	\$800.00	10/28-10/28	2	1	2	\$1,600.00	

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	46	SU	8A-9A		:30	\$1,200.00	10/28-10/28	2	1	2	\$2,400.00	
	Buyline Comment: SUNDAY TODAY											
	47	SU	9A-10A		:30	\$1,200.00	10/28-10/28	2	1	2	\$2,400.00	
	Buyline Comment: MEET THE PRESS											
	48	SU	6P-7P		:30	\$500.00	10/28-10/28	2	1	2	\$1,000.00	
	Buyline Comment: WAVY NEWS											
	49	SU	7P-815P		:30	\$1,200.00	10/28-10/28	2	1	2	\$2,400.00	
	Buyline Comment: FOOTBALL NIGHT IN AMERICA											
	50	SU	815P-1130P		:30	\$6,000.00	10/28-10/28	3	1	3	\$18,000.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL											
	51	SU	1130P-12A		:30	\$1,800.00	10/28-10/28	2	1	2	\$3,600.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---

Report Totals: 118 / \$109,250.00

---SALES MONTHLY TOTALS---

Oct 12:	81 / \$72,550.00	Nov 12:	37 / \$36,700.00
Sales Totals: 118 / \$109,250.00			
Station Totals: 118 / \$109,250.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$420,192	CATV 0%	WAVY 26%	WGNT 0%	WPXV 0%	WTKR 31%
		WTVZ 0%	WVBT 14%	WVEC 29%		

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books null

Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE